



## SERIOUS Selling

**Duration: 2 Days**    **Course Code: GKSERIOUS**

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### Overview:

SERIOUS™ Selling is an innovative, consultative-based sales training programme with a proven track record of success in the dealing with high value, complex sales. It provides a sales framework to help you:

- Build and win bigger deals
- Bring business in sooner
- Beat your competition

This is a two-day event involving a number of group exercises and role plays as part of an overall experience. It is suitable for all salespeople regardless of age or experience.

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### Target Audience:

It is suitable for all salespeople regardless of age or experience. It is also suitable for anyone in a customer-facing role who can add value to the selling process, for example, sales managers, sales engineers and customer relationship personnel, etc.

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### Objectives:

- •Use the key areas of preparation essential for sales success, whilst identifying customer Hot Buttons for high impact engagement.
    - Identify who to talk to and what to say for all levels of engagement from CEO to Operations.
    - Use the psychology of buying and use all the tools and knowledge needed to identify sales opportunities and motivate customers to take action.
    - Take a customer from a suspect who might buy, to a prospect who has to buy, by using tips and techniques to gain maximum leverage with customers. Deal with objections confidently and use them to their advantage.
    - Leverage their Personal Brand to differentiate themselves and create success in a competitive marketplace.
    - Bring deals to a successful conclusion using proven tools and techniques for a professional close to a sales opportunity.
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### Prerequisites:



## Content:

### Getting SERIOUS:

- An introduction to the course, participants and materials

### Situational Fluency

- Understanding the Key areas for preparation
- Qualification and its importance at the earliest stages of a sale
- How to be SMART

### Engagement:

- Identify the people with the authority to make or influence decisions in your favour
- Multi-Level selling
- Selling across the business
- Building a Key Introductory Message

### Requirements:

- The psychology of why people buy
- The 3 stages of Customer need
- Questioning for results
- The top questioning technique
- Professional Listening

### Implications:

- The power of Diagnosis
- Advanced questioning skills
- The power of Metrics
- The benefit of Benefits
- Qualifying IN

### Objection Handling:

- Why Objections are good
- The 3 "C's" of Objection Handling
- The 3 Golden Rules

### Unique:

- Differentiation
- Building a Personal Brand
- Winning the Competitive Battle

### Success:

- The final steps to success
- Understanding a Customer's Decision-Making Process
- Closing techniques
- The Perfect Plan

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- Participants of this course will also have the option to subscribe to SCTV, where the course content is available in short IPTV episodes for ongoing embedding of the learning.
- Sales managers can also use this facility to coach salespeople in best practice techniques.
- For more details on SCTV contact the number below.

## Further Information:

For More information, or to book your course, please call us on +20 2 2290 2163/2148

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